

Message Text

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ACTION COME-00

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 1961

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E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: TRADE OPPORTUNITY: MAJOR FRENCH MAIL ORDER HOUSE SEEKS
U.S. CONSUMER GOODS

FOR COMMERCE - SPECIAL HANDLING REQUESTED

1. EMBASSY WAS APPROACHED BY DANIEL RICHEBRAQUE, DIRECTOR OF LA REDOUTE, 57 RUE BLANCHEMAILLE, 59081 - ROUBAIX, THE LARGEST MAIL ORDER HOUSE IN FRANCE. RICHEBRAQUE EXPRESSED KEEN INTEREST IN IMPORTING BROAD RANGE U.S. CONSUMER GOODS FOR MAIL ORDER OPERATIONS THROUGHOUT FRANCE AND NORTH AFRICA. BECAUSE OF DOLLAR DEVALUATION, REDOUTE CONSIDERS AMERICAN CONSUMER PRODUCTS NOW COMPETITIVELY PRICED. RICHEBRAQUE EXPRESSED PARTICULAR INTEREST IN FOLLOWING CATEGORIES: TEXTILES, READY-TO-WEAR, UNDERWEAR, HOUSEHOLD LINEN, LEATHER AND SPORTING GOODS. THESE LINES REPRESENT 65-0/0 OF COMPANY'S TOTAL SALES.

2. IN ORDER TO SAVE TIME, LA REDOUTE SEEKS TO COLLABORATE ASAP WITH PURCHASING DEPARTMENTS OF A U.S. MEDIUM-SIZE MAIL ORDER CORPORATION, SUCH AS SPIEGEL, JOHN PLAIN, ETC. ALTERNATIVELY OR ADDITIONALLY, LA REDOUTE MAY WISH TO WORK WITH MAJOR RESIDENT BUYING OFFICES IN NEW YORK, CHICAGO AND LOS ANGELES.

3. ACTION REQUESTED: COMMERCE IS REQUESTED A) TO CONTACT DIRECTLY PURCHASING DIRECTORS OF MEDIUM-SIZED MAIL ORDER FIRMS TO DETERMINE THEIR INTEREST IN JOINT
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PURCHASING ARRANGEMENTS, AND ASK THEM TO COMMUNICATE

DIRECTLY WITH DANIEL RICHEBRAQUE WHO PLANS TO FOLLOW
THROUGH WITH PERSONAL VISIT IN SEPTEMBER; B) TO PROVIDE
NAMES OF MAJOR RESIDENT BUYERS TO EMBASSY FOR DISTRIBUTION
TO LA REDOUTE AND OTHER POTENTIALLY INTERESTED FRENCH
BUYERS OF CONSUMER GOODS.IRWIN

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